



Employment Opportunity

Title: Manager of Communications

Type: Full Time

Pay: \$57,200 / Year

Hours: 37.5 hours / week

Start date: May 2023

Format: Remote until in-person work is permitted

Calgary Pride is a not-for-profit organization that has been serving Calgary since 1990, and remains a vital part of the local gender and sexually diverse community, positioning Calgary as a 2SLGBTQ+ destination for both national and international visitors. Our mandate is to advance visibility and inclusion for Calgary's gender and sexually diverse communities. To do this, we endeavour to build strong community partnerships, implement ongoing programs like Reading with Royalty (drag storytime program for kiddos in partnership with the Calgary Public Library), Queerly Festive (a free holiday dinner & show), and produce Calgary's premier celebration of diversity, Calgary Pride Week, Parade & Festival.

To read about Calgary Pride's ongoing diversity, equity, and inclusion journey, please visit calgarypride.ca/dei.

Accessibility

Interviews will be conducted remotely over Google Meet. If a different interview format is more accessible for you, please indicate this in your application. Calgary Pride staff are working in a hybrid environment, some things to note about our office space:

- Our office is in East Village and accessible via public transit.
- Office is on ground level, wheelchair accessible.
- Gender-inclusive public washrooms on site.

We strive to be as inclusive as possible, and work to ensure a workplace environment that is free of visible and invisible barriers, and comfortable for people with disabilities and neurodivergent people. Some things to note about working at Calgary Pride:

- Calgary Pride's primary working language is English.
- Our team works on a flexible schedule, and May to September is the peak season for Calgary Pride Week, Parade & Festival. Particularly during Calgary Pride Week (Aug 26 to Sept 5, 2022), staff, volunteers, and board members typically work more hours, and longer days.
- The staff Management Team takes any overtime hours accrued as time in lieu (flex time) in the off-season (October to May).



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Role

This paid position will work within a new collaborative management staffing structure, consisting of 3 permanent Managers who work closely together, reporting to the Co-Chairs of the Board of Directors. Calgary Pride is looking for someone who is a natural people connector and collaborator. You will play an integral role in centering the voices of the most marginalized and vulnerable 2SLGBTQ+ community members that our organization seeks to serve.

Our ideal candidate is a storyteller who can create narratives about our organization and the impacts of our programming to stakeholders in a compelling way. You are experienced in designing and executing scalable communications strategies that drive impactful results in growing our programs and brand across multiple communications functions: social media, marketing, stakeholder management, copywriting, and some volunteer management in collaboration with the Manager of Production & Programming and Manager of Development & Membership. As part of a fast-moving and compassionate team, you will bring creativity to our circle while playing a leadership role in the organization.

Responsibilities

Marketing and Social Media

- Manage and monitor Calgary Pride's social media presence while working collaboratively with the internal team supporting the social strategy and meaningful engagement.
- Create and implement inclusive marketing campaigns that are in line with the Calgary Pride's brand and on relevant mediums (print, online, app) for year around programming and the annual Calgary Pride Parade and Festival.
- Create and implement social media campaigns, including content creation and paid campaigns for year round programming and the annual Calgary Pride Parade and Festival.
- Lead all Festival communications, marketing and digital activity.
- Update Calgary Pride's digital platforms for the festival and off-season programming.
- Support the collection of analytical data that reflects the online engagement of social media.

Media Management

- Work with the Management Team to organize, schedule press conferences, live remotes, and interviews.
- Coordinate and manage media partner activity, oversee press activity on site at events, and coordinate announcements with media partners.
- Collaborate with influencers and digital supporters.



Communications

- Identify organizational and community needs and recommend new online content to address gaps in what the organization currently offers.
- Research, write, and proof copy for press releases, webpages, artist biographies, promotional copy for programs/events, and other copy as needed.
- Play a lead role in updating the Calgary Pride website using the current content based management system.
- Co-lead the development of key collateral such as the Annual Report, Festival Report, Partnership Proposal with the Manager of Fund Development and Membership.
- Conduct keyword research and use SEO best practices to increase traffic to the organization's website.
- Manage the creation and distribution of crisis communication media messaging on multiple platforms.

Other duties

- Identify, plan for, and represent Calgary Pride at community engagement events, festivals and relevant year round programs and other promotional opportunities, in collaboration with the Management Team.
- Recruit, hire, train and mentor seasonal staff who support the Calgary Pride Parade and Festival, in collaboration with the Management Team.

Qualifications

Please clearly demonstrate in your application how you meet the following qualifications:

- 3-5 years of relevant, related experience which includes diversity of lived experience and transferable skills.
- Ability to appreciate unique experiences of queerness and 2SLGBTQ+ identities particularly as this relates to intersectional barriers to access and inclusion
- Possess a passion for the community, and demonstrate an understanding of current challenges and opportunities within gender and sexually diverse communities.
- Aptitude to critically think, work within complexities, adapt, evolve, and prioritize changing organizational, stakeholder and community needs. Ability to discern when to seek advice and/or approval from Management Team members or the Board of Directors.
- Strong time management and organizational skills and ability to prioritize competing deadlines.
- Professional writing or copywriting experience, familiarity with web content.
- A post-secondary degree, certification or equivalent experience in Communications, Marketing, English, Journalism, or related field (desired)/
- Familiarity with graphic design programs such as Canva, Illustrator, InDesign and Photoshop, and demonstrated ability to learn new skills and new software programs quickly.



- Understanding of a broad range of marketing, communications and/or digital processes and how they support the effective promotion of programming.
- Experience managing various social media platforms (Including Facebook, Instagram, Twitter, and LinkedIn but not limited to).
- Understanding of social media scheduling and monitoring tools.
- Ability to navigate Google Ads and Facebook Business Manager is considered an asset.
- Flexible schedule and ability to set hours as needed.

Vacation & Personal Days

The candidate will be eligible for 15 vacation days annually, and 5 personal days to be taken between October 15th - May 31st. They are entitled to take statutory holidays as paid days off, as indicated by the Government of Alberta. These days will be given as paid in addition to the annual 15 vacation days. In the event that a statutory holiday falls on the weekend, you are entitled to take a day off in lieu as soon as possible after the statutory holiday.

Health & Wellness Benefits

Upon completing three month probation, the following additional health and wellness benefits are provided:

- You are eligible for 3 wellness days per year, to be taken at your discretion.
- You will receive \$100 on each pay cheque to access a benefits program of your choosing, while you are actively employed with the organization.
- You are eligible to receive reimbursement for additional health & wellness support equal to no more than \$1200/year. Reimbursement for these expenses are to be submitted no later than 3 months from the date of service and in alignment with the expense reimbursement policy.
- The organization is currently exploring group benefits plans following the addition of the third Manager, which would include support for gender affirming care (HRT and other transition-related items) as applicable.
- Should at any time you require additional support from Calgary Pride for your health and wellbeing, you are encouraged to speak with the Co-Chairs of the Board of Directors.

Calgary Pride is an equal opportunity employer, is strongly committed to diversity, equity, and inclusion (read more about our journey at calgarypride.ca/dei, and encourages applications from gender and sexually diverse candidates, racialized persons / persons of colour, women, Indigenous peoples, people with disabilities, and others who contribute to diversifying our organization's programming and ideas.

Terms of Employment: This position will be on a contract basis for one year (with possibility of extension pending funding), at an average of 37.5 hours/week, and will be allowed some flexibility in work schedule, in consultation with the Board of Directors. In addition, the workload will be variable due to Calgary Pride programming and special initiatives. The successful candidate is expected to manage their time accordingly and take overtime hours as time in lieu at the earliest available opportunity.



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If you would like to begin a confidential conversation about your individual accessibility or accommodation needs through the recruitment process, we encourage you to email our team at accessibility@calgarypride.ca or call us at 403-536-4077.

To Apply:

For best consideration, submit your application, cover letter and resume no later than **May 7, 2023 11:59 p.m. Mountain Time** [here](#).

We are committed to finding a candidate who is a great fit for this role, and will be accepting applications on a rolling basis until the position is filled.

We thank those applicants who are interested in this position; however, only those candidates selected for an interview will be contacted.